

October 15, 2010



Via electronic filing

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

**RE: Auction of VHF Commercial Television Station Construction Permits
Scheduled for February 15, 2011, AU Docket No. 10-147, DA 1351**

**Reply to comments filed by William E. Mattis Jr. and Mediacasting LLC on
October 4, 2010**

Dear Ms. Dortch,

Contrary to Mr. Mattis's claim that "Seaford does not have any full power assignments," we would respectfully point out that WDPB, a full power television station, is licensed to Seaford, DE and WMCN-TV, and WWSI are both licensed to Atlantic City, NJ.

We, or an associated entity, intend to bid on both licenses, and we reiterate our earlier comments "that it would be in the public interest for the Commission to amend the Post-Transition Table of DTV Allotments as set-out in Section 73.622(i) in order to allow the eventual winner of auction 90 to license the VHF television station to any community in Delaware or New Jersey provided that such an allotment would not cause harmful interference to other VHF services."

We again stress our position that if it allows the Auction winner to license the VHF television stations to any community in Delaware or New Jersey, the Commission would fulfill its mandate under Section 331 of the Communications Act, and it would increase the likelihood that a full power television station would be licensed to a community that does not have any television stations at present. We believe that it is clearly in the public interest for television service to be brought to new and underserved communities.

Otherwise, we have no objection to Mediacasting LLC's proposal "that the Seaford, DE opening bid should be \$50,000, and the Atlantic City, NJ bid be kept at \$200,000."

Respectfully Submitted,

Larry Rogow
Chairman, Venture Technologies Group LLC